

TO: Arthur Goldfarb
FROM: Karen Eisen, Natalie Ellis
SUBJECT: Kool Focus Groups

DATE: October 7, 1991

Focus Groups have been scheduled in Cleveland on October 21 and 22 to discuss consumers' reactions to Kool's new product alignment and advertising in test there. We will also show the Kool "penguin" advertising if we can get our hands on it in time. The group composition will be:

- 1) Kool full flavor smokers age 21-49
- 2) Kool Milds, Lights or Ultra Lights smokers 21-49
- 3) Newport or Newport Lights smokers age 18-24
- 4) Salem smokers age 30-50

All groups will be half men and half women. The first two groups will be moderated by Maitlon Russel who also conducted the Newport 10's groups. The second night the groups will be led by Bette Levine. Groups will begin at 6:00 and 8:00 each night. Directions are attached.

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